

IN THE CLAIMS

Please amend the claims as follows:

1. (Currently Amended) A method for creating a profile related to a person, said method making use of at least one physical object associated with the person and having a tag containing optically encoded or electronically stored information concerning the
5 physical object, said method comprising the steps of:
~~identifying at least one object or icon associated with the person;~~
~~receiving-retrieving said optically encoded or electronically stored information related to the physical object or~~
10 ~~icon via a from said tag;~~
electronically accessing an object profile in accordance with the information ~~received~~-retrieved from the tag;
electronically accessing a unique profile associated with the person; and
15 modifying the unique profile in accordance with the object profile.

2. (Currently Amended) The method ~~according to~~ as claimed in Claim 1, wherein said method further ~~comprising~~-comprises the steps of:

_____receiving a key to facilitate accessing the unique
5 profile.

3. (Currently Amended) The method ~~according to~~ as claimed in
Claim 2, wherein the key is credit card number, a social security
number, a voice print, a vehicle identification number (VIN) or a
unique random number.

4. (Currently Amended) The method ~~according to~~ as claimed in
Claim 1, wherein the object profile includes at least one
identifier, and wherein the unique profile includes a plurality of
adjustable values.

5. (Currently Amended) The method ~~according to~~ as claimed in
Claim 4, wherein the modifying step includes adjusting the
adjustable values based upon the at least one identifier.

6. (Currently Amended) The method ~~according to~~ as claimed in
Claim 1, wherein the unique profile reflects the personal tastes,
social values, habits, or interests of the person.

7. (Currently Amended) The method ~~according to~~ as claimed in
Claim 1, wherein the physical object is a miniaturized icon, a toy,

a figurine, a pin-button, or ~~physical object~~ an item owned by the person.

8. (Currently Amended) The method ~~according to~~ as claimed in Claim 7, wherein the tag is integrated, embedded, coupled or temperately associated with the physical object.

9. (Currently Amended) The method ~~according to~~ as claimed in Claim 1, wherein the object profile and the unique profile comprise XML documents.

10. (Currently Amended) The method ~~according to~~ as claimed in Claim 1, wherein the object profile and the unique profile are stored in one or more databases that are accessed via a communication network.

11. (Currently Amended) The method ~~according to~~ as claimed in Claim 1, wherein the tag comprises an RFID or barcode tag.

12. (Currently Amended) A memory medium including code for ~~creating-causing~~ a processor reading the code to modify a profile related to a person using information, said processor making use of at least one physical object associated with the person and having
5 a tag containing optically encoded or electronically stored

information concerning the physical object, the code

~~comprising~~causing the processor to:

~~code to identify at least one object or icon associated with the person;~~

10 ~~code to receive~~retrieve information related to the physical object ~~or icon via~~from a the tag;

~~code to access~~ an object profile in accordance with the information received from the tag;

~~code to access~~ a unique profile associated with the
15 person; and

~~code to modify~~ the unique profile in accordance with the object profile.

13. (Currently Amended) The memory medium ~~according to~~as claimed in Claim 12, wherein said code further comprising
~~code~~causes the processor to receive a key to facilitate accessing the unique profile.

14. (Currently Amended) The memory medium ~~according to~~as claimed in Claim 13, wherein the key is credit card number, a social security number, a voice print, a vehicle identification number (VIN) or a unique random number.

15. (Currently Amended) The memory medium ~~according to~~as claimed in Claim 12, wherein the object profile includes at least one identifier, and the unique profile includes a plurality of adjustable values.

16. (Currently Amended) The memory medium ~~according to~~as claimed in Claim 15, wherein the code causes the processor to ~~modify includes code to~~ adjust the adjustable values based upon the at least one identifier.

17. (Currently Amended) The memory medium ~~according to~~as claimed in Claim 12, wherein the unique profile reflects the personal tastes, social values, habits, or interests of the person.

18. (Currently Amended) The memory medium ~~according to~~as claimed in Claim 12, wherein the physical object is a miniaturized icon, a toy, a figurine, a pin-button, or a physical object-item owned by the person.

19. (Currently Amended) The memory medium ~~according to~~as claimed in Claim 18, wherein the tag is integrated, embedded, coupled or temperately associated with the physical object.

20. (Currently Amended) The memory medium ~~according to~~as claimed in Claim 12, wherein the object profile and the unique profile comprise XML documents.

21. (Currently Amended) The memory medium ~~according to~~as claimed in Claim 12, wherein the object profile and the unique profile are stored in one or more databases that are accessed via a communication network.

22. (Currently Amended) The memory medium ~~according to~~as claimed in Claim 12, wherein the tag comprises an RFID or barcode tag.